



Loudoun County, Virginia

Department of Planning

1 Harrison Street, S.E., 3rd Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0246 • Fax (703) 777-0441

MEETING MINUTES

Meeting Title: Loudoun County SWMS Bridge Committee Meeting #1

Meeting Date and Time: August 21, 2006; 2-4 PM

Location: Planning Commission Conference Room,
3rd Floor, Loudoun County Government Center
1 Harrison Street, SE, Leesburg

DISCUSSION ITEMS:

- A. The Committee discussed developing a communications plan to guide what messages should be conveyed and whom the target audiences might be in order to build support for the watershed planning initiative.

1. Goals and Objectives:

- a. One stated goal was to be able to demonstrate that watershed planning and management can pay for itself – show a positive cost vs. benefit ratio.
- b. It is important to build (or make known the level of existing) public support.

2. Target Audiences that need to be educated about SWMS and watershed planning:

- a. Business groups [Northern Virginia Building Industry Association (NVBIA), National Association of Industrial and Office Properties (NAIOP), National Association of Home Builders (NAHB), and others] – gain support from business groups by educating them. One fear of the business community is that additional regulations will be the outcome of watershed planning.
- b. Town Councils and Mayors
- c. Parks Organizations [Loudoun County Parks, Recreation and Community Services, Town of Leesburg Parks Dept, Northern Virginia Regional Park Authority, Towns]
- d. Local Consultants (land use, engineers)
- e. Loudoun County School Board, administration, PTAs, school principals

3. Messages:

- a. What is “SWMS” vs. WRTAC (Water Resources Technical Advisory Committee)
- b. We are trying to gather true data to assess and monitor our resources.
- c. Mapping and monitoring of resources is necessary whether or not it supports or leads to regulation.

- d. What did the SWMS Team do and why.
- e. Messages to the public are best expressed in terms of vision and values.
- f. Individuals have a role to play – everyone can do things at home that help watersheds.

4. Other Discussion:

- a. We could brand this group as separate from the county by creating its own image, web site, informational materials, etc.

5. Action Items:

- a. Prepare one or more Fact Sheets as handouts.
 - (1) It was decided that staff would prepare draft message “bullets” based on the presentation given to the Transportation-Land Use Committee in April 2006 in email them, along with the PowerPoint presentation to an ad-hoc committee for review and comment.
 - (2) Ad hoc committee includes: Gem Bingol, Alex Blackburn, Cliff Fairweather, Otto Gutenson, George McGregor, and Randy Vlad.
 - (3) The draft fact sheet(s) will be discussed at the next meeting with the objective of finalizing at least one prior to the next T-LUC meeting.

6. Next Meeting

- a. Next meeting will be Wednesday September 13 in the Planning Commission Conference Room.
- b. Agenda Items will include “Communications Strategy” and “Steering Committee Organization”